

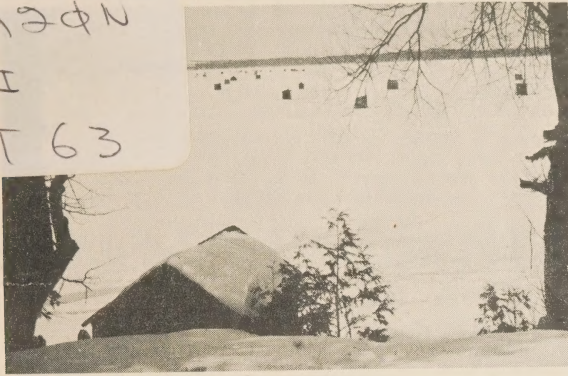
TRAVEL INFORMATION



Ontario Department of Travel and Publicity

L.1 NO.1 HON. BRYAN L. CATHCART, MINISTER C.D. CROWE, DEPUTY MINISTER JANUARY 1957

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K.O.B* (COMES THE RESOLUTION)

This is the difficult season. As Christmas and New Year's become pleasant memories, you and your New Year Resolutions are face to face in a cold, challenging silence. If you have discarded a few of the more difficult resolutions, you're running about par for the course-----we dropped a few, too.

But there's one resolution we promise we won't drop as long as our typewriter holds up-----"to try and make everyone Know Ontario Better." Each month we want to tell you about some spot in Ontario you should visit either on a week-end or during your vacation. No high pressured sales pitch-----we just want to encourage you to know some of the countless attractions in this province, so you can visit them, or at least tell tourists something about them. This is our "unbreakable" resolution for 1957. We hope that you'll go along with us and include a resolution to Know Ontario Better in your unbreakable list.

What better way to break the ice than to do it literally-----right on Lake Simcoe. What you see in the picture above, are groups of fishing huts on one of the whitefish grounds of Lake Simcoe. In each of these huts anglers drop "hooked decoys" or other bait through holes chopped in the ice and wait for a lake trout to accept the invitation. While this winter sport may act like a deep-freeze on parts of the fisherman's patient anatomy, there's no trouble from mosquito bites or sunburn.

The Ojibway Indians taught us winter angling and it has been becoming a very popular sport over a period of 150 years. Spears were used then, but abolished on Lake Simcoe in 1941. To the Indians in this area, centuries before the first French explorers, it was not a sport but a necessary activity in the lean years. In fact, winter fishing was so necessary for existence that many tribal rituals were practised in the hope they would ensure a bountiful catch. One very important member of each fishing party was the "fish preacher" on whom success or failure depended.

Inside the huts of '57, there are probably very many "fish preachers"-----but like their summer species, their veracity and sage advice are subject to a slight suspicion.

K.O.B. means "Know Ontario Better."
Each month our K.O.B. column will feature a different city or area in Ontario.

WELCOME SIGN

As one way of telling U.S. visitors to Ontario during 1955 that we enjoyed having them as our guest and hoped they would come back again, the Department mailed them souvenir ash trays as a memento of their holiday. Several thousand ash trays were given to tourists at all the reception centres from August onward, but 20,000 more were mailed to visitors who arrived here before the ash trays were available.

3,300 tourists wrote to the Department expressing their thanks, and in addition, told us many things about their holiday, such as how long they stayed, where they visited, how much they spent, etc.

Based on information from 3,300 tourists representing every state in the union, we found that "Mr. Average U.S. Tourist" spent almost 6 days in Ontario, and each day gave our financial bloodstream an injection worth \$8.66. While most of the visitors hailed from northern states such as Michigan, New York, Ohio, Illinois and Pennsylvania, still those visitors from states with the smallest representation (Iowa, Oregon, Nebraska) proved to spend more per capita while in Ontario. We also found that 4 people stay in a motel for every 1 who stays in a hotel. Sports camps, a friend's home, resorts, tourist homes and camping followed in that order.

But, apart from where they stay, how long, and what they spend, we were most pleased to read that they had a good holiday and were coming back to Ontario again.

A guest who comes back for another visit is the highest compliment a host can receive.

EDITORIAL

The Minister

(Excerpt from "John Fisher Reports")

When a tourist spends a dollar where does it go statistically? Do the hotels, motels, tourist courts and resort people get most of it? That is the conventional belief. But, the statisticians tell us that everyone benefits when people travel. The most unexpected source gets a big share. We rarely think of the farmers as being in the tourist business. But they are for a very obvious reason:- tourists must eat.

Think of the mountains of wheat which are consumed in the form of bread and cereals. Think of the rivers of milk and cream which are consumed by tourists. Now, add to our dish--eggs cheese, meat, fish, vegetables. Most of us eat three times a day, so when millions of tourists arrive they nibble at a tremendous pile of farm products. The farmer is in the tourist business. The statistician tells us that 25% of the several hundred millions of dollars spent by visitors is left in the tills of restaurants. And where do the restaurants get their supplies? Of course, from the land.

The point is that we forget about the most unsuspecting segments of our population in connection with this trade. The people who are "in" the tourist business as professionals---the accommodation people---do not get the whole pie. No sir...it breaks down this way:- 25 per cent for retail stores, 25 per cent for restaurants, 17 per cent for the hotel people, 12 per cent for automobile services and a mere seven per cent for the transportation people.

We hope that this publication proves of interest and value to you. Submissions of travel news, suggestions, announcements of projects, programs, conventions, etc. will be welcomed, and as far as possible, included in this brochure. Letters should be sent to F.A. Venn, Director Information Branch, Dept. Travel & Publicity, 67 College St. Toronto.

No large industry to-day would be without a public relations department. Businessmen realize that if they are to sell their goods or services to the public, then the public must be favourably disposed to their company and operation. When you and I were in "knee britches" we probably never heard the words "public relations department" because the individual businessman looked after public relations himself. He simply called it "courtesy to his customers."

However, as business grew and became more complex, as transportation pushed back the market horizon and branch offices began to dot the countryside, the individual businessman was no longer able to extend personal courtesy to his customers. He had to find some way of making certain that his representatives far away from home base, would translate his courtesy to customers he would never see. The next step to a formal public relations department was a natural transition.

The tourist industry has become a big business, and like any expanding business, it too becomes more complex with each passing year. If a public relations department is essential to other business to-day, then how much more essential it is to the tourist industry where the tourist sees himself not just as a consumer but as a guest! Our department is small and therefore we cannot give individual attention and courtesy to each of the 20 million visitors.

This is where you enter the picture. Whether you be a motel, hotel or resort manager, a restaurant proprietor, an insurance salesman, a banker, a service station attendant or a cab driver---you are in this tourist business with both feet. You are meeting the tourist, dealing with him, answering his questions, giving him direction or the time of day. You are our public relations staff, selling Ontario to the stranger. We need you more than the millions of letters and pieces of literature we send out and the countless goodwill speeches we make to tourist groups. We need your courtesy to tourists even more than we need the courtesy of the people in our Reception centres or at our head office.

The tourist wants something more than a muskie or deer or souvenir bracelet to take back home. He wants to take home with him the feeling that he has been a guest in Ontario, and a welcome one. Through your courtesy to him you can say to his friends back in the U.S.----"Ontario is the place for a good holiday. First of all, the people are wonderful...."

COMING EVENTS

| <u>DATE</u> | <u>PLACE</u> | <u>EVENT</u> |
|--------------|--------------|---|
| Jan. 14-16 | Toronto | Association Tourist Resorts of Ontario Convention |
| Jan. 14-16 | Toronto | Ontario Hotel Ass'n |
| Jan. 20 week | Toronto | Ont. Council of Commercial Fisheries |
| Jan. 25-27 | Sudbury | Ont. Federation of Anglers & Hunters |
| Feb. 4-6 | Ft. William | Northern Ontario Tourist Outfitters |

A COWBOY GREETING

The State of Montana is falling in line with the thinking of the Department of Travel & Publicity in the matter of tourist reception centres. According to a recent article in "Travel U.S.A." Montana has enlarged its greeting station system which serve tourists entering the state, with 13 stations covering the major tourist routes from east, west and south. While visitors to Ontario are greeted by winesome lasses in the scarlet "mountie" type tunic, visitors to Montana will be met by college boys in cowboy attire. Daily tours fare well at Hungry Horse when the cowpokes do the escorting.

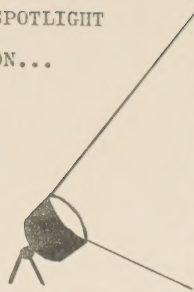
The State of Connecticut is not going to be outshone in the information reception centre business. They are going ahead with plans for 9 centres to be completed within the very near future. At least one of these reception buildings incorporates the old colonial salt-box structure.

The idea of an integrated greeting station system is becoming very popular in the minds of tourist promotion agencies.

Canada House

The Canadian Government Travel Bureau reports that its New York office will have a highly desirable site in the future. Indications are that a 26 storey building will be completed in the Fall of this year, with actual occupancy being early next year. The opportunities for increasing travel interest in Canada are obvious providing full advantage is taken of the location of Canada House at Fifth Avenue and 54th Street.

It has been suggested that in the new office each of the ten provinces and the two Canadian railways consider the advisability of erecting permanent displays. This would mean a total of 12 display areas which would be paid for and maintained by each organization.



... George Martin

This is a man who refused to surrender to bad times and went on to do much for the tourist business in Ontario. George A. Martin, who has completed twenty-five years as owner-manager of Wigwassan Lodge, Muskoka, is as he explains it, a resort operator by financial accident and an advertising man by profession.

Born in Hespeler, Ontario and spending much of his early life in Kitchener George devoted his time to the field of journalism. While with the Globe and Mail he was sessional correspondent in the Ottawa Press Gallery. Leaving the editorial desk of the Oshawa Reformer in 1922, he became manager of the Canadian Association of Advertising Agencies, and is still a director of a Toronto agency.

Now begin the events that tied together the names "Martin-Muskoka-Wigwassan." Martin had been associated as a director with the Canadian Chautauqua Institute Limited, which owned a resort in Muskoka where a cultural program was carried on during the summer season, and where well-known Canadian artists were featured on the program. Martin, with the other directors, was a guarantor of a bank loan. When the great depression came, the bank pressed for payment of the loan. In order to salvage what he could out of the situation, Martin bought the property and changed the name to "Wigwassan Lodge" which is Algonquin for "silver birches". All his friends felt sorry for him knowing that he would "lose his shirt." But George and his wife had the courage of their convictions, and through their advertising talent and effort to improve service, not only steered Wigwassan through financial difficulties but trebled its capacity. Good advertising for a good product paid its dividends.

George is remembered as the founder of the Association of Tourist Resorts of Ontario which he served for six years as president. On his retirement he was elected honorary president and still serves as a director. He has been associated with the Muskoka Tourist Association since its inception 22 years ago and has been president of that body for nine years. George was also in on the ground floor of the Canadian Tourist Association, and there too, was handed the reins of leadership. He still serves CTA as a director and member of the executive committee.

This, then, is the man who steered the tourist industry through some of its darkest days. Let us hope that we may benefit from his leadership for many more years.

To carry out this plan, the Canadian Government Exhibition Commission might begin to design the decor of the new office and to submit designs for the 12 display areas. Since there will be street windows on two sides of the office, these displays would be an attractive permanent advertisement for the provinces and the railways as well as giving informative background decoration on the theme of travel to Canada.

Besides affording the Canadian travel industry with an excellent site for a Travel Centre, there will be an opportunity to improve the pictorial and display representation of Canada to the New York public. It is hoped that the new office will be planned to take full advantage of the improved location.

Historical Meeting

At the annual meeting of the Huronia Historic Sites and Tourist Association held in Barrie last month, the new officers for the year were elected and plans were discussed for future projects.

President Didace Grise was re-elected for another term with Mr. S. Cootes and Dr. Ives serving as Vice-Presidents. Ken Hamilton became the new Treasurer.

The preservation and marking of several new historic sites was recommended by members representing the localities in Huronia. Retiring secretary W. Cranston reported on the location and suggested wording of the Province of Ontario historical markers. The association decided that a special pamphlet be prepared and published for each unveiling in Huronia, telling the story of each particular site.

A 30 minute colour film of the area was shown to members, and according to President Grise, this could be the basis for a more comprehensive film produced jointly by all the members of the association.

Guest speaker John Fisher, in praising the group for their excellent area development and promotion urged them to make certain that their tourist services and facilities kept pace with the development of Huronia.

After making several specific suggestions in the matter of tourist promotion, Mr. Fisher concluded, "All the painstaking and devoted work of this body and the vision of its members in preserving and developing Huronia, must be accompanied by an ever expanding tourist program to achieve maximum results."

In 1941, 56 % of U.S. families owned their own automobiles. 1956 figure, 71%

One out of every 30 visitors to Ontario stops at a Department Reception Centre during the year. During the months when all centres are open, one out of every 20 stops---or one car out of every 7.

SMOOTHING OUT AT SMOOTH

ROCK

Nearly every comment card we receive from U.S. visitors makes reference to our highway system. By and large, these comments are very complimentary. The Ontario Department of Highways will no doubt receive further compliments for erecting a Bailey Bridge at Smooth Rock Falls, halfway between Cochrane and Kapuskasing. It replaces the bridge above the dam of the Abitibi Power and Paper Co. which proved difficult to negotiate, particularly in the case of transport drivers. This construction on Highway 11 is the longest Bailey Bridge ever erected by the Ontario Dept. of Highways. It is 55 feet above the water and 500 feet in length.

Tourists going to and from our northern vacation areas will find travelling an even greater pleasure now. As well as being a boon to the commerce of the province, the bridge should prove a decided asset to tourist travel.

Mackinac Bridge

Officials in Northern Michigan are optimistic about the tourist trade now that a bridge across Mackinac Strait, joining upper and lower Michigan, is almost an accomplished fact. They feel confident that this new artery will step up the number of visitors per annum by 1,000,000 to northern Michigan and northern Ontario. By late 1957 the construction crews should see it completed.

The Mackinac Bridge is the fulfillment of a long dream. The line-up of cars stretching 20 to 25 miles has not been uncommon in the tedious, aggravating wait for the ferry boats. During the hunting season and summer vacation the line-up has been greatest. Now, all that will be a thing of the past as cars glide across the bridge in 10 minutes.

In the wake of construction, scores of new restaurants, motels, hotels and camps are being built in Michigan and Ontario to handle the expected influx. This new link on a tourist route looks good for the travel industry.

MEET YOUR DEPARTMENT



(HON. BRYAN L. CATHCART)

This is the man who guides the steering wheel of one of the province's largest industries---tourism. As Minister of the Department of Travel & Publicity, the Hon. Bryan L. Cathcart is responsible for co-ordinating and steering the countless phases of the tourist business into a unified program that will maintain and increase the value of that trade.

Those engaged directly in the tourist business need not be reminded that Mr. Cathcart's duties take him to every corner of the province each year. Chances are that you have been a member of the many audiences addressed by him, or present when some inaugural ceremony was conducted by him. Needless to say, between public appearances and the administration of a very active department, he finds it necessary to frequently "burn the midnight oil."

Corunna, Ontario in Lambton County claims the Minister and family as its own. From municipal service to that area, he went on to serve the entire province in 1945 as a member of Parliament. The next ten years saw him take a most active part in debates and activities of the Legislature, chairing many committees and acting as Deputy Speaker. On August 17, 1955 he became Minister of the Dept. of Travel & Publicity.

In spite of a busy schedule, the Minister keeps his door wide open to both the members of his staff and tourist operators who seek advice or direction. The "courtesy to tourists" he stresses often, is well exemplified by his own courtesy to those who work with him. This might be due to the fact that he likes people in general, and the tourist business in particular.

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